

# SATO Introduces D500 Series High-Volume Desktop Barcode Printers

Reliability, durability, and superior performance at an outstanding price point

CHARLOTTE, NC - November 12, 2008 - SATO, a pioneer in the Automatic Identification and Data Collection (AIDC) industry and a leader in barcode printing, labeling, and EPC/RFID solutions, announced today the introduction of its new, compact D500 Series high-volume desktop barcode printers.

Ideal for use in logistics, manufacturing, distribution, pharmaceutical and healthcare, retail, transportation, apparel, automotive, and military/DoD, the D500 Series direct thermal, desktop printers are a perfect fit for a variety of applications such as pharmacy labeling, wristband printing, asset labeling, retail marking, shipping/receiving, compliance labeling, product ID labeling, and much more.

"Our customers need and want the latest in technology solutions to stay competitive, but in tough economic times, price and performance are of equal importance," said Gary Krause, director of marketing at SATO America. "At a starting price point of \$695.00, the D500 Series of printers are easily configurable and application flexible, clearly meeting our customers' requirements."

The D500 Series features a high print speed of up to 6 inches per second, SATO and PCL5e Subset printer command languages, high lift print head, clamshell design with Easy View Media Window, compact footprint (7.8" W x 9.1" D x 6.6" H) and weight (5.5 lbs.), 4.1" W x 15.7" L maximum print area, and standard USB interface (with IEEE1284 parallel, RS232C serial, enhanced Ethernet, and wireless 802.11b/g interfaces available).

SATO, with its customer-centric approach to product development, designed the SATO D500 Series to deliver the same reliability, durability, and value that's built into every SATO printer.

The SATO D500 Series - Delivering Best-In-Class for speed, performance, and value. SATO - leading the way with fully-functional, cost-effective printing solutions.

## About SATO

SATO is a pioneer in the Automatic Identification and Data Collection (AIDC) industry and the inventor of the world's first electronic thermal transfer barcode printer. It revolutionized the barcoding industry by introducing the Data Collection System (DCS) & Labeling concept - a total barcode and labeling solution providing high quality barcode printers, scanners/hand-held terminals, label design software and consumables. SATO is one of the first in the industry to introduce a complete, multi-protocol EPC-compliant, UHF RFID solution.

SATO is publicly listed on the first section of Tokyo Stock Exchange in Japan. It has

worldwide offices in the United States, Belgium, France, Germany, Spain, United Kingdom, Poland, Singapore, Malaysia, Australia, New Zealand, Thailand and China. For the fiscal year ended March 31, 2008, it reported revenues of US \$767 million.